Objectives & Ideas to create Unique Compelling Propositions (UCP's)

Gaining new business / lead generation

1. Demonstrate proven results
2. Offer a proposition to the first <100> prospects (eg. business health check)
3. Provide information on the next session / event / product with a link to survey on website for customers to book
4. Celebrity endorsement - 'be like a celebrity'
5. Display program endorsements
6. Provide motivational incentive (eg. how this market can become motivated to achieve what they want)
7. Demonstrate the vast experience with similar issue problems and opportunities in the past
8. Reviews on products
9. Reviews on services
10. Create and upload case histories and testimonials
11. Survey on website to sign up registrations for the conferences / events / seminars / exhibitions
12. Place audio clips on website to provide an 'experience'
13. Free appealing gift to first 500 website members
14. Develop video demonstration on website as an incentive for retailers / dealers / customers
15. Establish customer club via website database
16. Newsletters (e-news) annual / quarterly / monthly / weekly / daily
17. Newsletter banner
18. 6 week calendar (basic information - sent via email)
19. 6 month calendar (more detailed information - sent via email)
20. Refer a friend (who can be added to the database) and receive <1> complimentary product
21. Refer a friend (who makes a purchase) and receive <1> complimentary product
22. Use grand opening of store / website to offer samples, trials, offers
23. Create mascot, character or vehicle to use in promotions
24. Email a friend competition or promotion
25. Our quality is second to none
26. Display program endorsements
27. Refer a friend (who can be added to the database) and receive <1> complimentary product
28. Refer a friend (who makes a purchase) and receive <1> complimentary product

© eknowhow

Product/ Service Promotion

1. Special Financing Terms (no deposit/ interest free)
2. Latest Products
3. New Products
4. Featured Products
5. Special Discounted Products
6. Online catalogue
7. Specialist service lines
8. Provide sample of product
9. Offer coupons / Gift cards
10. Recognition awards or offering, based on loyal customer etc
11. Member only product offering
12. Win package / prize / trip / car / etc
13. If you find a better price get <10%> off the difference
14. Offer video / audio testimonials - vox pop <3> minutes
15. Book now limited stock / limited availability - create sense of urgency
16. Special offers (eg. Buy one, get one free)
17. Added value (eg. Receive a bonus <3> months on your membership free if you sign today)
18. Saving off original or retail price
19. Member only discount product offering
20. Event Give-Away's
21. Loyalty Programs
22. Football tipping with prize
23. Competition
24. Sweepstakes and contests
25. Provide discounts to events
26. Demonstrate the vast experience with similar issue problems and opportunities in the past
27. Competitive - Add side-by-side quick reference comparison between products / services and those of competitors
28. Reviews on products
29. Reviews on services
30. Product / service articles demonstrating achievements
31. Product / service articles demonstrating awards
32. Publish articles relating to product / service offering
33. Interactive games or flash file that demonstrates product / service
34. Audio/Video of product / service / company / industry
35. Create discount coupons and offer via the website
36. Free product with series of purchases
37. Information on the next session / product release / sale - link to survey on site for customers to book/register interest/ purchase
38. Concentrate marketing on customers that purchase entire suite of products

© eknowhow

39. Establish market trust & increase awareness (therefore cause a financial response)
40. Combine product offerings as packages based on bundles of benefits consistent with consumer purchasing needs
41. Add new products to existing product line
42. Offer money back guarantee
43. View our new product range

Branding - General

1. CEO / MD personal message (on an ongoing basis) - credibility information 'from my desk'
2. Create and upload profiles of significant people.
3. Develop an online brochure communicating the corporate / product story
4. Sponsorship articles / banners on website
5. Add a press area to your website that contains press releases and contact information for media representatives
6. Create monthly / weekly 'Hot Story'
7. Upload photos of events or topics of relevance
8. Create networking press forum on website
9. Create and insert multi part story / tips so members are awaiting next instalments (eg. 12 major topics)
10. Our quality is second to none
11. Establish market trust & increase awareness (therefore cause a financial response)
12. Counteract competitor claims
13. Offer a reward for each time a user ‘interacts’ with a company to build longer term loyalty
14. Create mascot, character or vehicle to use in promotions
15. Introduce blogs, forums for website members and/or staff
16. Place feature story that shows how product benefited a particular user
17. Place feature story that profiles a company / executive / employee
18. Focus on reputation of brand name
19. Use company spokesperson to portray message
20. This is who we are, what we do, and how we do it
21. We have expanded internationally
22. This is more than just belonging to a club
23. You are important to us - and we recognise this.

© eknowhow

Selling

1. Link to shopping cart
2. Link to order form
3. Link to enquiry form
4. Link to contact me form
5. Celebrity endorsement - 'be like a celebrity'
6. Provide motivational incentive (eg. how this market can become motivated to achieve what they want)
7. Event
8. Seminar
9. Provide discounts to events
10. Competitive - Add side-by-side quick reference comparison between products / services and those of competitors
11. Reviews on new solutions
12. Reviews on products
13. Reviews on services
14. Product trial article on website
15. Offer product trials directly from website
16. Product / service articles demonstrating achievements
17. Product / service articles demonstrating awards
18. Survey on website to sign up registrations for the conferences / events / seminars / exhibitions
19. Audio/Video of product / service / company / industry
20. Highlight product / service information / or latest news on monthly basis
21. Create discount coupons and offer via the website
22. Information on the next session / product release / sale - link to survey on site for customers to book/register interest /purchase
23. Registration of interest survey
24. Create and deliver sales presentations on website
25. View our new product range
26. We offer the best price guaranteed
27. Get your summer discount, purchase on our website

Navigation (linking to frequently used/requested area)

1. Your central location of free information
2. Daily audio related to product / service / company / industry / employee
3. This is who we are, what we do, and how we do it
4. Your central location of information
5. Information is timely, accurate, practical
6. Advise Sponsors of the types of sponsorship available

© eknowhow

Servicing existing business / clients and customers

1. Demonstrate proven results
2. Promote that members will be able to do their job better
3. Member only discount product offering
4. Free access to some IP
5. Member only information
6. Direct access to insights in relation to emerging trends, future wants and needs
7. We are experts and can link members to other experts in specific fields
8. Provide access to fact sheets
9. Provide motivational incentive (eg. how this market can become motivated to achieve what they want)
10. Provide members only, with updates of regulations, standards (National and International)
11. Event
12. Seminar
13. Get advice from people who have more experience
14. Create and upload case histories and testimonials
15. Forum creation to discuss opinions
16. Forums creation specific to 'after an event'
17. Forum creation sponsor banner creation
18. Ask the experts' online - Option for attendees to submit questions and the responses will be placed online within a set date.
19. Top ten tips article on product / service / business
20. I frames for relevant product / service / industry / external information
21. Daily audio related to product / service / company / industry / employee
22. Content created in client only areas – text / images / documents for website members only
23. Content created in restricted access areas – text / images / documents for website members only
24. Highlight product / service information / or latest news on monthly basis
25. Establish customer club via website database
26. Create section that offers related emerging trends, future wants and needs
27. Create monthly / weekly 'Hot Story'
28. Upload photos of events or topics of relevance
29. Offer alternate price if purchased online
30. Offer a reward for each time a user ‘interacts’ with a company to build longer term loyalty
31. Introduce blogs, forums for website members and/or staff
32. Our quality is second to none
33. High profile speakers will be at events

© eknowhow

Customer service logistics

1. Your central location of free information
2. Member only information
3. Provide tips / tricks / hints
4. Provide users with access to insights into what other entities are using / doing
5. Create an online library
6. Speciality articles for different profiles
7. Create and insert multi part story / tips so members are awaiting next instalments (eg. 12 major topics)

Business Cost Savings

1. Online catalogue
2. Product/service manual
3. Product/ service checklist
4. Product/ Service documentation
5. Your central location of free information
6. Provide access to fact sheets
7. Ask the experts' online - option for attendee's to submit questions and the responses will be placed online within a set date
8. Create an online library
9. Ask the experts' online - Option for attendees to submit questions and the responses will be placed online within a set date.
10. Publish articles relating to product / service offering
11. Survey on website to sign up registrations for the conferences / events / seminars / exhibitions
12. Donations via shopping cart on the website
13. Develop an online brochure communicating the corporate / product story
14. Sponsorship articles / banners on website
15. Create section that offers related emerging trends, future wants and needs
16. 6 week calendar (basic information)
17. 6 month calendar (more detailed information)
18. Registration of interest survey
19. Create and deliver sales presentations on website

Physical logistics

1. How to find us (contact detail - location map)
2. Contact us
3. Opening hours
4. Careers / Hiring

© eknowhow

Customer service logistics

1. Online resource centre
2. Forums/ blogs
3. News update
4. join our newsletter
5. Promote that members will be able to do their job better
6. Free access to some IP
7. Provide tips / tricks / hints
8. We are experts and can link members to other experts in specific fields
9. Ask the experts' online - option for attendee's to submit questions and the responses will be placed online within a set date
10. Provide users with access to insights into what other entities are using / doing
11. Get advice from people who have more experience
12. Create an online library
13. Forum creation to discuss opinions
14. Forums creation specific to 'after an event'
15. Forum creation sponsor banner creation
16. Top ten tips article on product / service / business
17. Place audio clips on website to provide an 'experience'
18. Information on the next session / product release / sale - link to survey on site for customers to book/register interest /purchase
19. Feedback forms
20. Create online market research questionnaire
21. Create and send online market research questionnaire
22. Create polls
23. Our quality is second to none
24. Counteract competitor claims
25. Offer money back guarantee
26. Bundle products together
27. Offer alternate price if purchased online
28. Percentage of purchase to go to charity of choice
29. We provide expert advice based on a <macro> view as part of a coordinated strategy

© eknowhow